

Baby Week---and a World of Baby Things!

All these items and merchandise for ages to 6 years will be found on Main Floor, South Entrance.



Bring the Babies Down and Let Us Dress Them; a Thousand Pretty, Tiny Things to Pick From.

Bring the children who can toddle and the ones that run around.

When the stork comes to town, you come to the store.

Babies and little girls and little boys—blue eyes, brown eyes and black eyes—will some day be our customers.

So bring them down and let us get acquainted with them. And while here you can pick out infants' and children's caps and hats, white petticoats, night gowns, muslin underwear, dresses, slips, skirts, as well as the little mysterious things so necessary for the baby.

Mothers tell us that the outfits we show are so much cheaper in price than when made at home.

Sentiment always enters into a visit to the store for children's needs, and pleasure abounds in rummaging through attractive assortments till decision is finally reached.

We carry everything in the infants' department for ages to 6 years. And the stock is new and clean and inviting and economies in the various stocks are featured.

Spring Showing of Infants' and Children's Dresses and Muslin Underwear

Children's white dresses in very pretty styles—the French, box plaited, Russian, empire, middy and mother hubbard—ages from 6 months to 6 years.

Children's gingham, percale and madras dresses; also pink, light blue, chambray; some have the high neck and long sleeves, others with Dutch neck and short sleeves—ages 1 to 6 years.

Infants' long white slips, all prices from 35c to \$15.00.

Infants' long white skirts, from 50c to \$5.

Children's Muslin Underwear

Children's muslin drawers, 1 to 12 years—10c per pair.

Children's muslin drawers, lace or embroidery trimmed, 1 to 16 years—25c a pair.

Children's cambric knickerbockers with

narrow heading drawn with ribbon; 1 to 6 years—25c a pair.

Children's fine long cloth drawers, dainty lace and embroidery trimmed—50c a pair.

Children's and Misses' white petticoats in all styles, from 35c to \$3.75.

Children's and Misses' Night Gowns

Children's muslin gowns, finished around the neck and sleeves with narrow embroidery; 2 to 10 years, at 35c.

Children's and Misses' low neck, short sleeve gown; slip-over style, trimmed in torchon lace. Special at 59c.

Children's fine long cloth, high neck, long sleeve or low neck, short sleeve gowns, at \$1.00 and up.

Infants' and Children's Caps and Hats

Spring and summer showing of infants' lingerie caps and children's straw, lace and fancy hats; 1 to 6 years.

Infants' and Children's Slightly Soiled Dresses

Thirty-three and one-third per cent discount on all of our infants' and children's slightly soiled or mused white dresses and petticoats, in both the hand or machine made, including dresses up to 6 years.

Keith-O'Brien Co

New Silks and Dress Goods

36-Inch Changeable Chiffon Taffeta

The silk of the hour—in the most exquisite of two-tone changeable effects, in chiffon finish, soft and supple as a messaline, with a high satin lustre; all of the new color combinations—\$1.75 yd.

The Spring Foulards

You owe it to yourself to come and see these new foulard silks, even though you have no idea of buying. We are showing the greatest assortment we have ever carried—the most beautiful designs and color schemes of exceeding beauty and newness. The prices are most moderate—59c, 85c, \$1.00 and \$1.25 yd.

Bordered Foulards

The ultra fashionable style this season; 46 inches wide, \$2.50, \$2.75 and \$3.00 yd.

KEITH-O'BRIEN Co.

New Dress Goods

Silk and Wool Poplins

The season's favor is accorded this fabric for the making of dressy toilets. The material is pure silk and wool and possesses the desirable feature of being soft and supple; it comes in plain and jacquered designs and bordered effects. The wearing qualities of silk and wool poplins are absolutely guaranteed. Should it be necessary to substantiate the guarantee, a new dress pattern of any piece of silk or dress goods in the department, at an equal price, will be given you—\$1.50, \$2.00 and \$2.50 yd.

Tailor Suitings

The assortment for spring includes all of the fashionable tones in such weaves as whipcords, chevrons, herringbone stripes, Scotch mixtures, cranes, basket and pebble weaves; widths from 50 to 56 inches; price from \$1.25 to \$3.00 yd.

Cream Fabrics

Cream wool goods are more in demand this season than ever. Every weave and weight you could possibly wish for.

This is just to remind you that Easter is only a week off



It means a big and busy week; so many, many beautiful hats this season. Every correct style, and each moderately priced. But we are never so busy but that we have ample time to give individual attention to each customer. We are sure you can find just what you want in our new hats.

Keith-O'Brien Co

Lower Prices for White Goods

In point of style white goods have come into their own this season. Perhaps this fact has something to do with the excellent demand for them. Our stock is heavy on certain lines. Therefore we have lowered the price.

DIMITY CORDS and LENO LAWS. Various sized checks, plaids and stripes, originally marked 25c and 35c yard, for 15c yard.

CHECKED LAWS. Mostly large plaids; suitable for dressing sacques or combing jackets; fine quality which we sold for 35c and 39c yard, at 25c.

STRIPED VOILES and EMBROIDERED BATISTE. Beautiful sheer imported goods with mercerized stripes and embroidered figures; the regular price was 50c, 65c and 75c, for 35c yard.

EMBROIDERED SWISSES and VOILES. Genuine imported St. Gall swisses and embroidered voiles; 35 pieces; no two designs alike; beautiful patterns; were 75c, 85c and \$1.00 yard; all now marked 55c yard.

MARQUINETTE. Plain white cotton MarquINETTE; fine evenly woven quality; 40 inches wide; was 40c yard; reduced to 29c yard.

FORTY-INCH INDIA LINON. Perfectly woven, fine quality smooth finish; suitable for children's wear and for linings; were 18c and 20c per yard. Special, 12½c and 15c.

LINEN SHEETING. Two and one-half yard wide; Irish linen sheeting; pure white; not the half-bleached, but a fine closely woven grade; worth \$1.25 yard, reduced to 79c yard.

FRENCH LAWS. With that delightful sheerness which is so much wanted for lingerie; 45 inches wide; four qualities that were 25c, 45c, 55c and 65c yard; are now marked 16 2/3c, 30c, 40c and 50c yard.

NAINSOOK. Made from selected combed yarn, which ensures a perfect weave; sheer light weight, yet strong and durable; Sea Island finish; full 36 inches wide, 12 yards to the piece; originally priced \$1.50, \$2.00, \$2.50, \$3.00 and \$4.00 per piece; now \$1.20, \$1.50, \$1.75, \$2.25 and \$3.00.

KEITH-O'BRIEN Co

It will be a pleasure to foot the bill for these low shoes

Dainty feet may now be cleverly shod. For every pair reflects snappy style.

For every pair is composed of finest tanned leathers.

For every pair is fashioned to fit snugly and comfortably.

And every pair goes to you with the assurance that it will wear as long as you want it to.

Pretty Colonial Pumps

They are handed down from Colonial days. All the grace and daintiness of a hundred and thirty-eight years ago are found in them. They will shod you becomingly, madam.

KEITH-O'BRIEN Co



Spring Suggestions in Our Waist Section Second Floor

For spring and summer the separate lingerie blouses take precedence over all others. Never have they been so pretty and dainty or so sumptuous in their elaboration of a variety of laces and intricate hand embroidery. Our models from abroad are exquisite examples of correct needlework and delicate stitching, and those by American makers are fully as fascinating in style and excellence of fit and fine finishing.

French Blouses from \$5.75 to \$50.00
Lingerie Waists from \$1.35 to \$35.00

Chiffon and silk costume blouses for wear with suits are shown in great variety. Prices, \$5.00 to \$75.00.

Lace waists are again in high favor, and in these our line is unexcelled, prices ranging from \$5.00 to \$75.00.

In our costume department we are receiving new shipments every day—stunning taffetas, foulards, lingerie, crepe, meteors, serges and crepe de chine. All the new shades and wanted styles, and a range of prices from \$18.50 to \$150.00. Special for Monday.

Stunning New Styles in Changeable Taffeta, Pongee and Messaline at \$18.50

This is one of the smart new styles made with the fitted peplum, and comes in all the new shades, both in plain and changeable effects.



Foulard and Taffeta Dresses From \$25.00 to \$50.00

Dresses suitable for house parties, for wear under long coats and attractive models for afternoon wear; in all the bright combinations for the coming spring. Are priced from \$25.00 to \$50.00. They are taken from the most extreme French models this season. Attractive touches of color and handwork make them the most becoming dresses shown at these prices.

Keith-O'Brien Co

A Handkerchief Novelty "The Autograph"

These handkerchiefs are sheer linen with a narrow hem. The "novelty" consists of your first name daintily embroidered in the corner. All of the usual names are included, such as Marie, Katherine, Mildred, Margaret, Gladys, Alice, and so on. These handkerchiefs will make beautiful little Easter gifts and we offer them all week. 35c each; 3 for \$1.00.

Keith-O'Brien Co. is agent for the Victor and Victrola Talking Machines. All the new records are carried.